

# Stakeholder analysis table – attributes and strategy

## An abridged stakeholder analysis table (with example)

Name	Role	Why are they important	Rank (where in the matrix?)*	Current attitude	What would we like them to do?	Key messages	How (Tactics)	When	Who
Bob	Farmer	Influential at a political level. Farmer opinion leader.	1	Does not understand our project	Advocate for our project to other farmers	There are benefits to him in working with us	Invite to project field day	12th November	Ian

*\*This matrix is based on stakeholders' ability to influence and enable. See paper for a more detailed explanation.*